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by SERCANTE

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MARDREAMIN'

# AGENDA

WELCOME TO
MARDREAMIN'
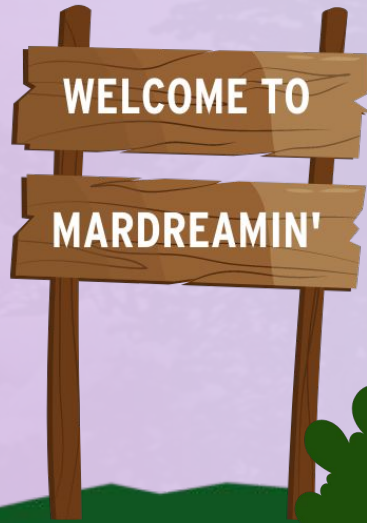
01    **Meet the Monks**

02    **AI Landscape**

03    **Unlocking AI**

04    **AI-Powered Solutions**

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# MEET THE MONKS

# Media.Monks is the industry's most **AI empowered partner**

We've been building automation and generative AI directly into our workflows since its inception - and now we're helping our partners to do the same.
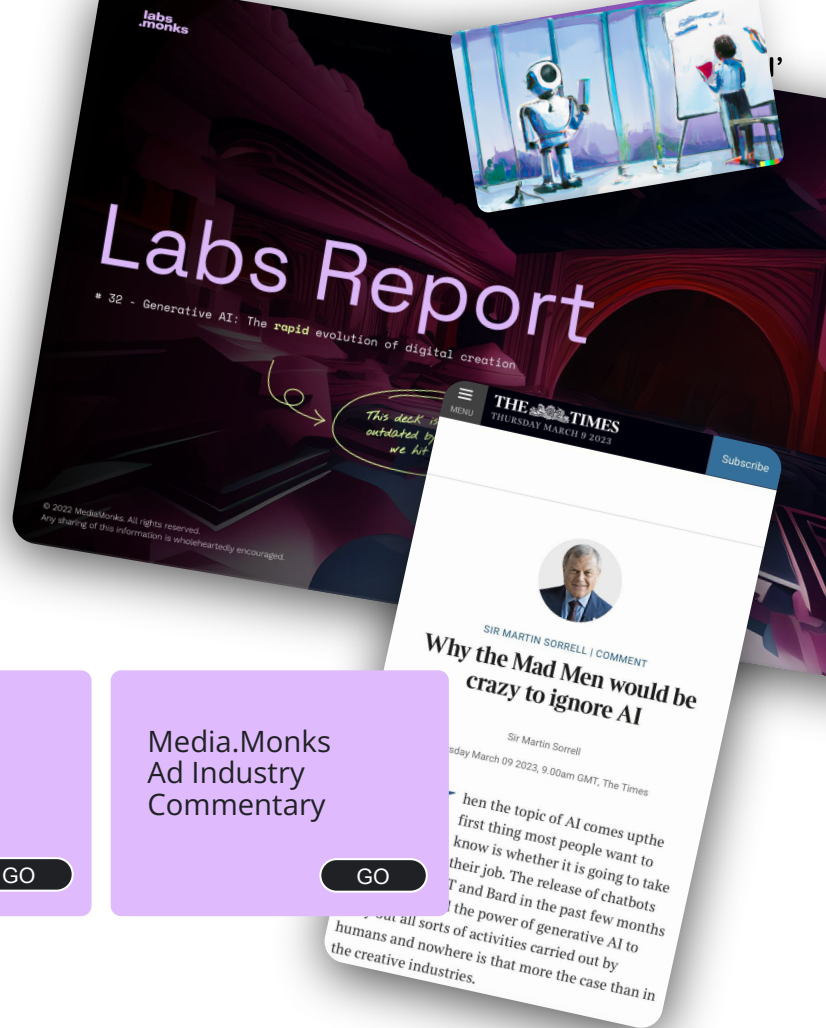
Media.Monks Labs Generative AI Report

GO

Media.Monks Generative AI Podcast

GO

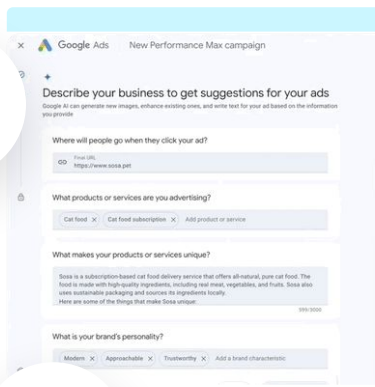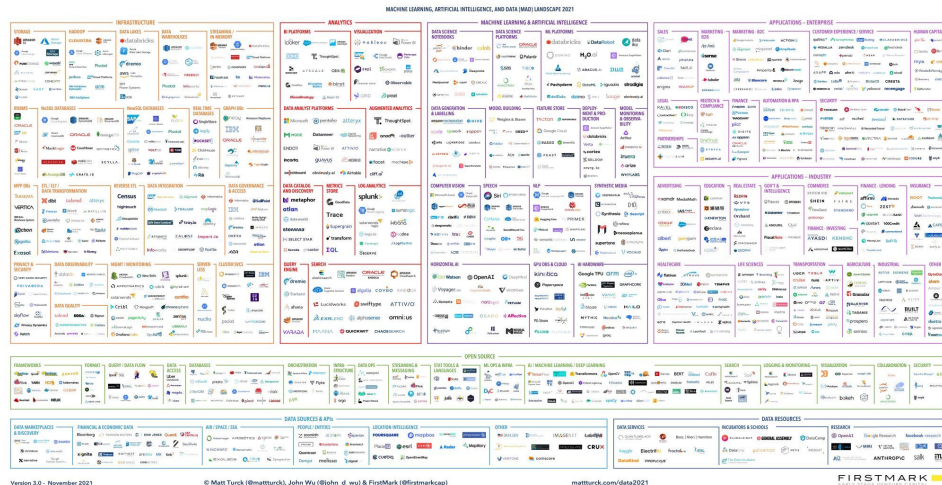Media.Monks Ad Industry Commentary

GO

# AI LANDSCAPE

# New AI products launch everyday.
## The options are overwhelming

Multitude of diverse tools available for different applications.



Major tech platforms are building Generative AI inside their platforms

# AI HAS UPENDED THE ECONOMICS OF EVERYTHING

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*90%*

believe that AI will **impact their profession** or industry over the next five years.

AI is estimated to drive an increase of

*+14%*

to the global GDP by 2030—the equivalent of an additional **$15.7 trillion**

*1 in 2*

Australians have **used generative AI** technologies for practical purposes.
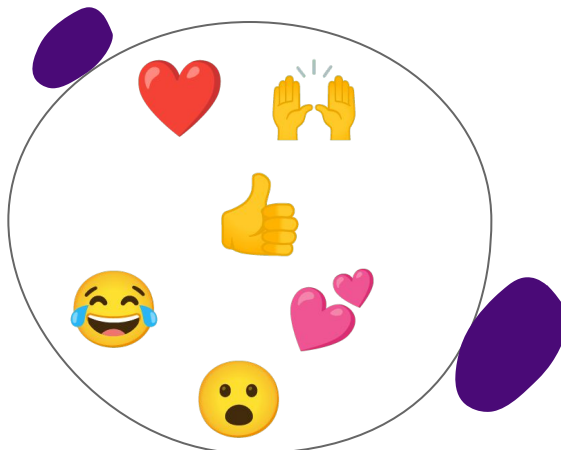
# NOW...
## DECOUPLE HOURS FROM OUTPUT



6 months

6 minutes

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# *NEXT...*
# SELF-DRIVING BRANDS
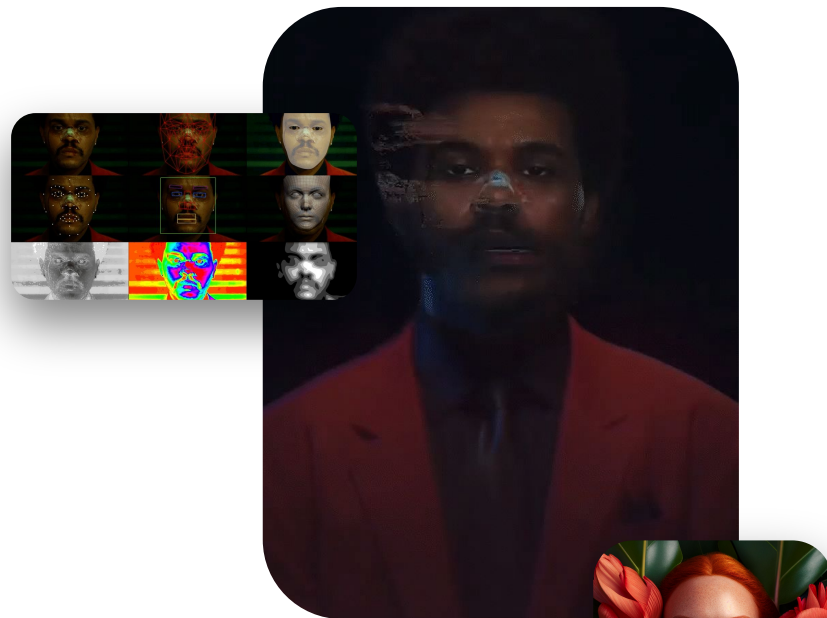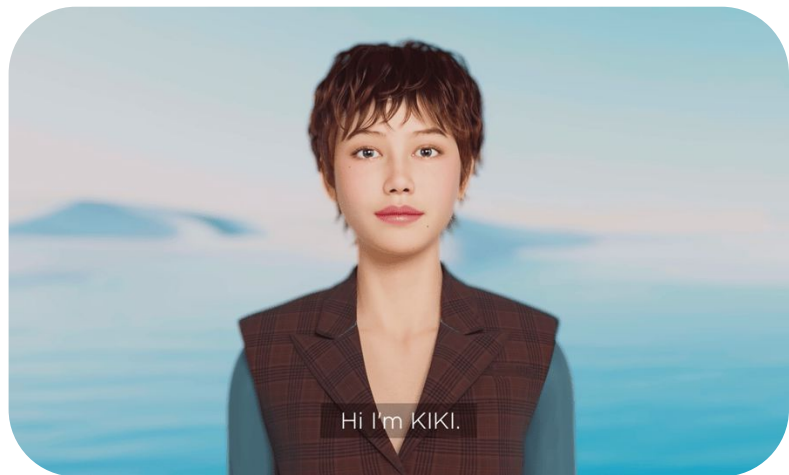
# *NEXT...*
# ENHANCED & SEAMLESS PERSONALIZATION

Content creation has bottlenecked personalization, because it is unable to keep pace with the volumes of data produced by digital touch points - but AI is changing this dynamic. By making data more actionable and supercharging content creation, AI is making true, end-to-end personalization possible.
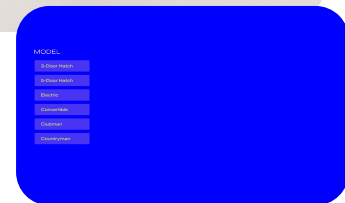
# THIS IS A *DISRUPT* OR *DEFEND* MOMENT FOR MARKETERS

✓ Foundational change

✓ New tools & technologies

✓ New behaviors & expectations

# UNLOCKING AI

# AI allows us to create the experiences we've *Always Imagined*...

# AI ENABLES MARKETERS TO BUILD CAMPAIGNS FROM INSIGHT TO EXECUTION

## Audience segmentation and briefs.

Powered by large language models, data platforms can evolve to enable users to query their data to **better identify new segments** and white spaces in areas of marketing and commerce. Data platforms can double as data analysts, allowing marketers to **build segments, rank them by propensity to convert, and also to then generate a campaign brief** designed to curry their favor.

## Production.

With a single shoot, a production team **builds an entire library of assets**. Light detection and ranging (LiDAR) scans are used to transform human models, props and sets into 3D assets for further versioning and revision in post. In some cases, a conventional production shoot might not be needed at all, with **virtual and AI-generated assets** alone being enough to do the job. This furthers the ability of teams both big and small to generate **highly customized creative for different audiences and sub brands**.

## Virtual production and post.

Assets resulting from the shoot (if any) are ported into a game engine like Unreal Engine, which allows the team to change lighting, models and scenes in real time. Integrated AI tools enable the ability to **generate entirely new backdrops for the creative and allow for seamless swapping in and out of models**. With the initial shoot as a base, the **possibilities for transformation are endless**.

## Design and versioning.

A single master asset can now serve as the base for **infinite variations through a highly templatized and scaled process**, whereby marketers can hyper-localize and generate a new series of assets **tailored to resonate with specific cultures, communities, locations, and more**. This means personalized assets, crafted to reflect different customers' own cultural experiences and traditions, fostering the connection between people, product, and brand.

## Analytics and insights.

AI-powered analytics tools enable marketers to **transform data into actionable insights**, providing a comprehensive understanding of campaign performance. By **analyzing vast amounts of data in real-time**, AI algorithms uncover valuable patterns and trends, empowering marketers to make **data-driven decisions** and optimize their strategies. Additionally, AI- driven predictive analytics forecast future trends, enabling marketers to proactively adapt their approaches and stay ahead in a dynamic marketing landscape. With AI, marketers can **use natural language to get answers and derive insights from their data**, ultimately helping enhance campaign performance and drive long-term success.

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# NOW...

## SALESFORCE EINSTEIN 1

### OPTIMIZATION | *MARKETING*

- Send Time Optimization
- Engagement Frequency

### PRIORITIZATION | *MARKETING & SALES*

- Lead Scoring
- Behavior Scoring
- Key Accounts Identification

### INSIGHTS | *MARKETING*

- Campaign Insights
- Data-Driven Attribution
- Behavior Scoring Dashboard

# SALESFORCE EINSTEIN 1

## OPTIMIZATION | *MARKETING*

- Campaign Recommendations
- Prompt Engineering and Grounding for Marketers
- Campaign Briefs and Preview
- Email subject line generation

## INSIGHTS | *MARKETING*

- Segmentation via Data Cloud

# SYNTHETIC CONTENT

With our advanced content production service, we leverage the power of AI and automation to eliminate repetitive tasks, reduce costs, and increase efficiency. Using our proprietary synthetic studio tool, our service allows for hyper-localization, brand consistency, and customization at scale—all while maintaining high levels of craft.
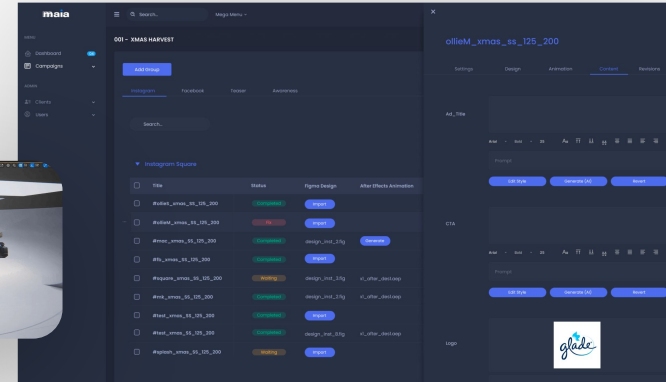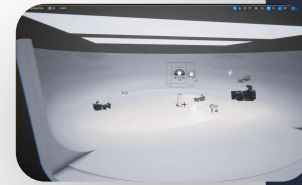
**Reduce**
costs of production

**Increase**
engagement & conversion



Trained

Generated

# TRADITIONAL CONTENT WORKFLOW

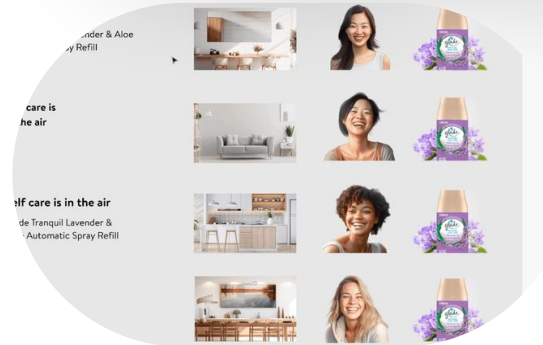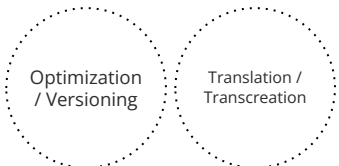Insights → Creative Briefing → Creative Development → QA → Brand Review → Legal Review → Approved

**Creative Ideation**

Optimization / Versioning → Translation / Transcreation

**Creative Generation**

# AI-ACCELERATED CONTENT WORKFLOW

Insights → Creative Briefing → Creative Development → QA → Brand Review → Legal Review → Approved

Optimization / Versioning → Translation / Transcreation

**Subject lines versions**
**Headline versions**
**Body copy versions**
**Image Generation**

**Speed increase:**
**potential of 80%+**

**Workspace Review Tool**
**for AI asset reviews and feedback**
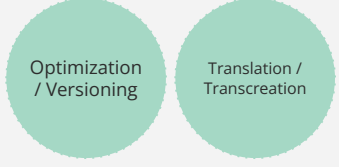
**AI-powered versioning of**
**static & animated visuals**

**AI supported**
**Translation**

**Speed increase:**
**potential of 60%+**

**Speed increase:**
**potential of 80%+**

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# BECAUSE THE SMARTEST
# DATA PIPELINE WINS

INPUTS

OUTPUTS

Brand features

Multi-dimension al content features

Historical paid performan ce

Insights

Collect

Build

Transform

Generate

Creative variations

Creative assets
(copy + visual + descriptions)

Audience recommen dations

Continuous learning

AI strategy & data modeling

AI visualization, copywriting, subtitling, voiceovers, versioning, QA, 3D model swaps, retouching, testing

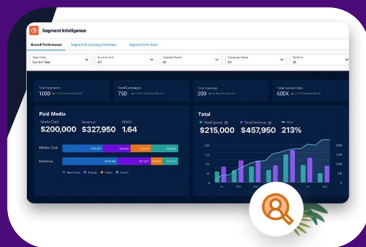Generative content optimization and AI assisted media buying

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# BETTER TOGETHER: AI-POWERED SOLUTIONS

# **Faster content creation** *COMBINED* **with the power of Einstein 1** **can boost campaign efficiency**

# *BETTER TOGETHER AI-POWERED SOLUTIONS*

Salesforce's **Einstein 1** product unlocks new technology that allows AI-enabled segmentation and personalization of customer journeys based on your CRM data. Media.Monks' proprietary **Synthetic Content Production** tool set delivers AI-enabled enterprise quality content at previously unprecedented levels of personalization. Together - the two solutions help marketers deliver on the promise of personalized journeys at scale, powered by AI, now.



**True personalization at scale**, driving increased engagement & conversion—and in turn, better results

### Einstein 1

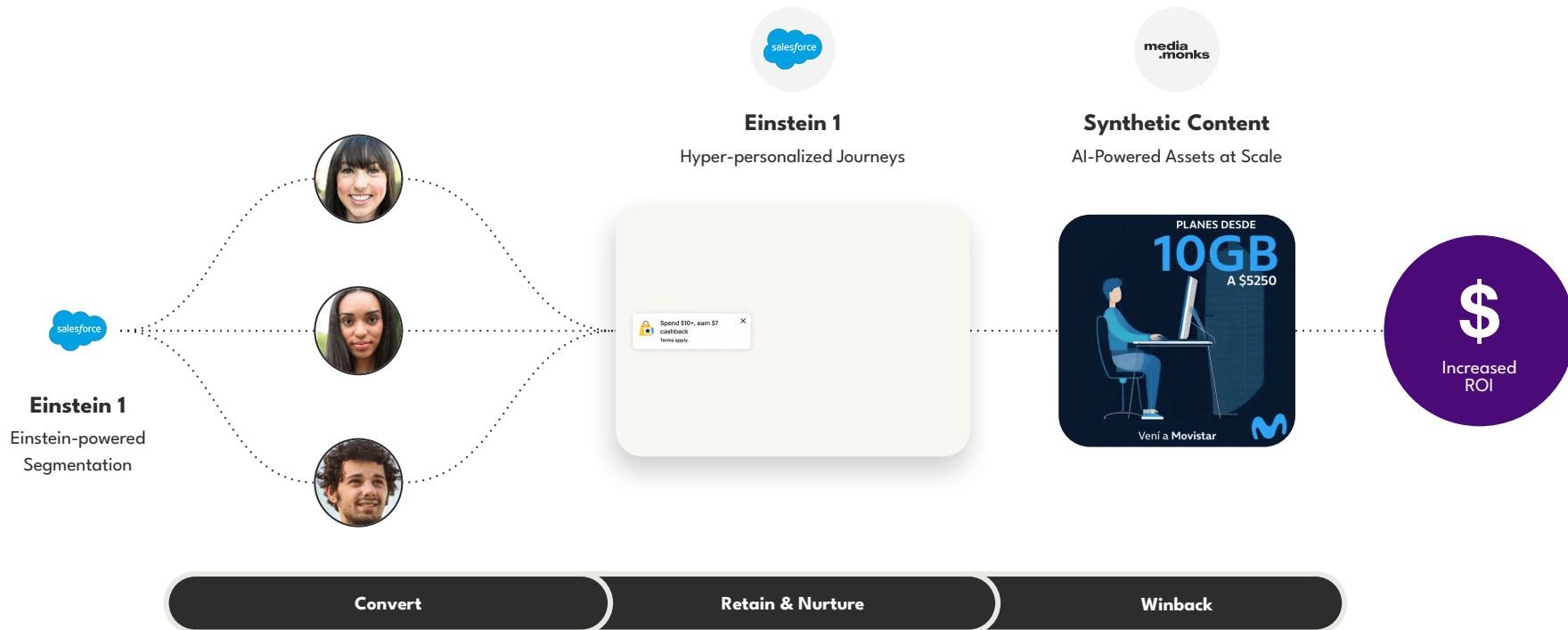Combine generative AI with trusted, real-time data from Data Cloud to create better audience segments

### Synthetic Content

Combine human artistry and AI toolsets to deliver crafted, personalized content within your CRM campaigns

# HOW TO GET AI READY?

**Build your first-party data strategy.**

Developing a robust first-party data strategy is crucial. By organizing and optimizing this data within your CRM, you establish a solid foundation for leveraging AI. These solutions depend on high-quality, real-time data to generate personalized content, automate tasks and deliver exceptional customer experiences. A well- defined first-party data strategy ensures that your AI solutions have access to accurate and relevant information, enabling them to operate at their utmost efficiency and deliver desired outcomes.

**Begin implementing technologies.**

With your people onboard and a first-party data strategy in place, you're ready to begin implementing new tools and workflows. It may be tempting to take on a hodge-podge of point solutions to incrementally build AI maturity, but consider seeking out comprehensive solutions that integrate several technologies for maximum efficiency, such as a Synthetic Media workflow.

**Ensure interoperability.**

CRM is a key to funneling audiences toward the point of purchase. But imagine pairing that with other sources of data, like supply chain data that intelligently recommends which products to promote to consumers in which location based on physical availability. Location-based data, like local weather patterns, could also influence how and when you show up for audiences. Taking advantage of these possibilities requires a customer data platform (CDP) and digital asset manager (DAM) that can connect to a wide range of sources via APIs.

# Takeaway Summary

- 90% of people believe that AI will impact their profession or industry over the next 5 years - a disrupt or defend mode

- AI enables marketers to build campaigns from insight to execution: Audience segmentation & briefs, virtual production & posts, design & versioning, and analytics & insights

- Better Together: AI-Powered Solutions: Einstein 1 & Synthetic Content can deliver the end-to-end campaign execution process

- How To Get AI Ready? Clear understanding of workflows, good data quality, and consent management

# CHECK OUT OUR **LATEST REPORT** →

salesforce    media.monks

**MAR**DREAMIN'

## Generation AI
The Path to Agile and Empowered Marketing Teams

salesforce    media.monks

# THANK YOU!

# XX SLIDE GRAVEYARD

# **Reducing** copy generation cost **by 70%**

*Together*, let's test & prove the potential of *AI technology* in your Salesforce campaigns to *improve performance*

What does a fully AI empowered CRM operation look like?

# BUT TECHNOLOGY ALONE IS *NOT* A TURNKEY SOLUTION

How do we manage legals?

What about data security?

Is there a brand risk?

What's effective for our needs?

What's a good benchmark?

How should we implement?

What should we build?

How do we approach copyright?

What should our best practices be?
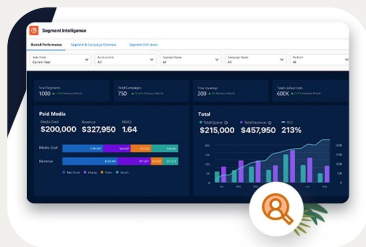
Which partners?

What is our talent strategy?

Where do we start?

# *Better Together* AI-Powered Solutions

Salesforce's **MarketingGPT** product unlocks new technology that allows AI-enabled segmentation and personalization of customer journeys based on your CRM data. Media.Monks' proprietary **Synthetic Content Production** tool set delivers AI-enabled enterprise quality content at previously unprecedented levels of personalization. Together - the two solutions help marketers deliver on the promise of personalized journeys at scale, powered by AI, now.



**+**



**=**

*True personalization at scale*, driving increased engagement & conversion—and in turn, better results

### MarketingGPT

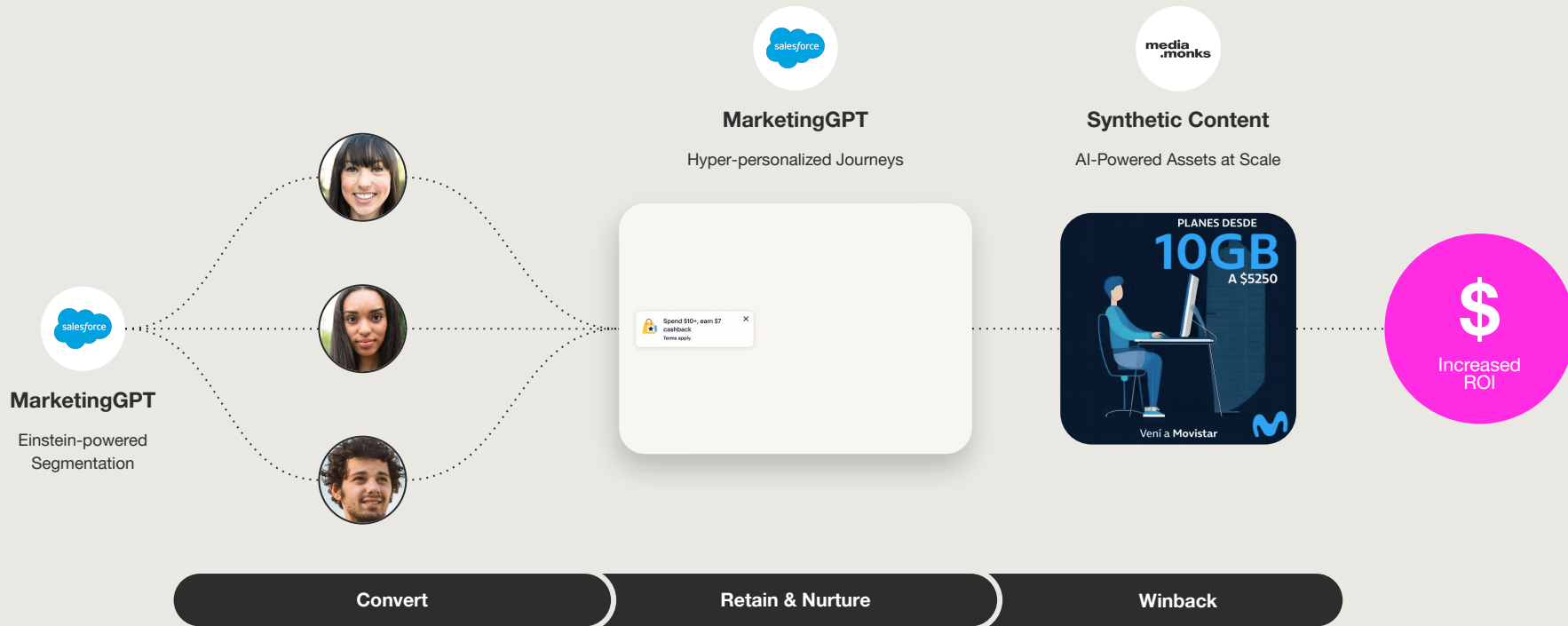Combine generative AI with trusted, real-time data from Data Cloud to create better audience segments

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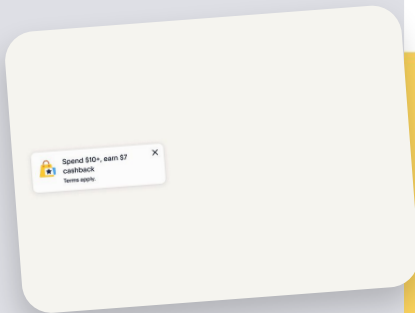
# *Personalized* Journeys at Scale

**MarketingGPT**

Hyper-personalized Journeys

**Synthetic Content**

AI-Powered Assets at Scale

**MarketingGPT**

Einstein-powered
Segmentation

PLANES DESDE
**10GB**
A $5250

Vení a **Movistar**

**$**

Increased
ROI

**Convert**     **Retain & Nurture**     **Winback**

PayPal

# *Synthetic*
# CRM

**Reduce**
costs of
production

**Increase**
engagement
& conversion

By elevating the quality and amplifying the scale of creative content, synthetic production enables brands to deliver a more personalized, responsive and conversational CRM experience for customers.

Greater personalization can increase engagement, and lifetime value from your CRM investments.

Our synthetic production pipeline is enabling PayPal to reduce costs and increase performance of CRM.
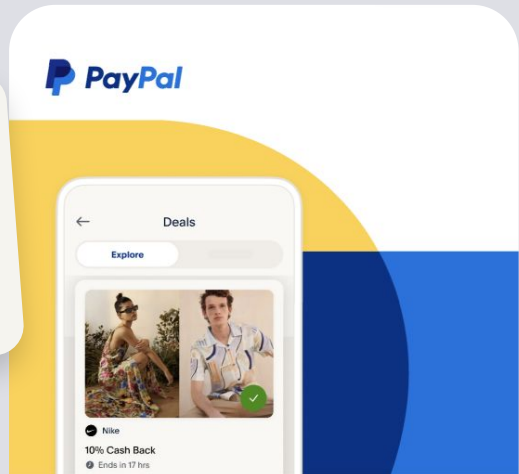
## Life is short.
## Shop often.

Get more from what you spend with PayPal. Save money as you shop and maximize your rewards at checkout.

Shop Deals

## Points, rewards, and cash back.

# MARDREAMIN'

## SESSION TITLE

**Speaker Full Name**
Company, Title

# Welcome, Speakers!

The MarDreamin' Team would like to thank you for your participation in this incredible event. It is because of you that we are able to provide a global community of Marketers with the best tips and tricks in the world of Salesforce and marketing automation.

This year our theme is "**Trailblazing The Future Of Marketing - Together!**". As you develop your deck please use this template and theme to ensure you align with the spirit of this presentation.

Year after year we are amazed by our wonderful community and their willingness to support others. Sharing our knowledge is one of the key goals for this event.

We understand that by doing so we are the next generation of Trailblazers and adding our grain of sand as we develop the future of marketing - together!

Whether you're joining us from the states, the United Kingdom or even Australia we welcome you to this event and hope you share our enthusiasm.

Again, thank you for your time and for sharing your gift with others.

**You're all incredible trailblazers!**

If you have any questions please don't hesitate to reach out to us.

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# Presentation Guidelines - Content Tips

- **Open strong.** Begin with a compelling hook that captures attention such as a thought-provoking question, a relevant statistic, a surprising fact, or a relatable anecdote.

- **Hold interest.** Incorporate stories, examples, and live demonstrations whenever possible. If applicable, personalize the presentation by inviting attendees to share their own experiences.

- **Instill credibility.** Support your points with credible data and evidence to help attendees trust the content. This can include your own firsthand accounts of what you've seen succeed (or fail).

- **Address pain points.** Identify common challenges your attendees face and provide solutions.

- **Limit distractions.** Adhere, or get close, to the following limits to help attendees listen more attentively and focus on what is most important.
  - 1 central idea per slide
  - 2 minutes per slide
  - 4 bullet points per slide
  - 8 words per bullet point

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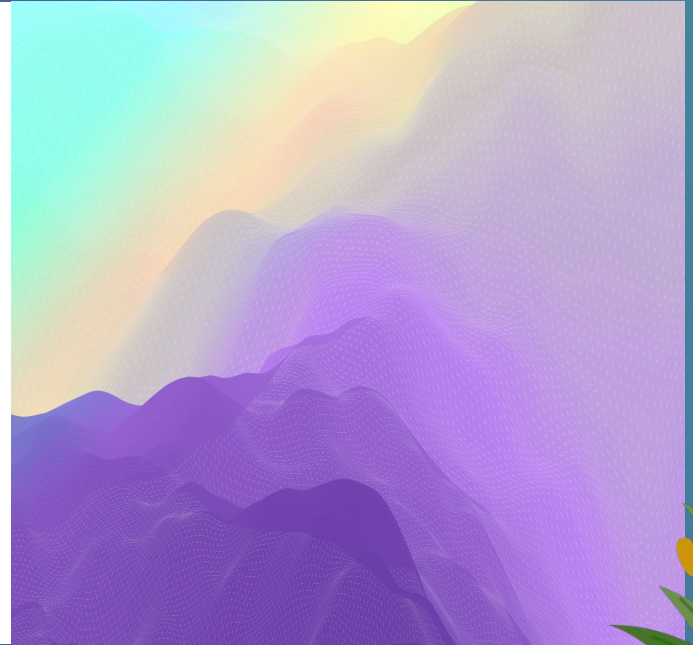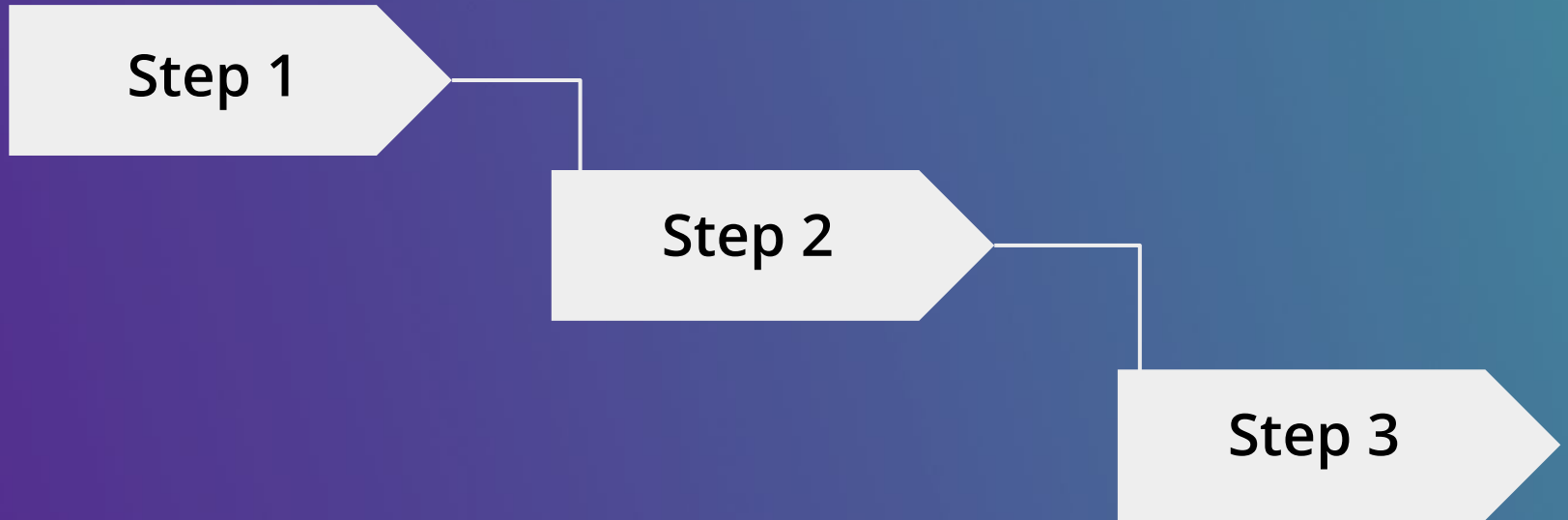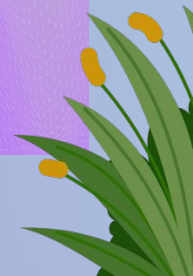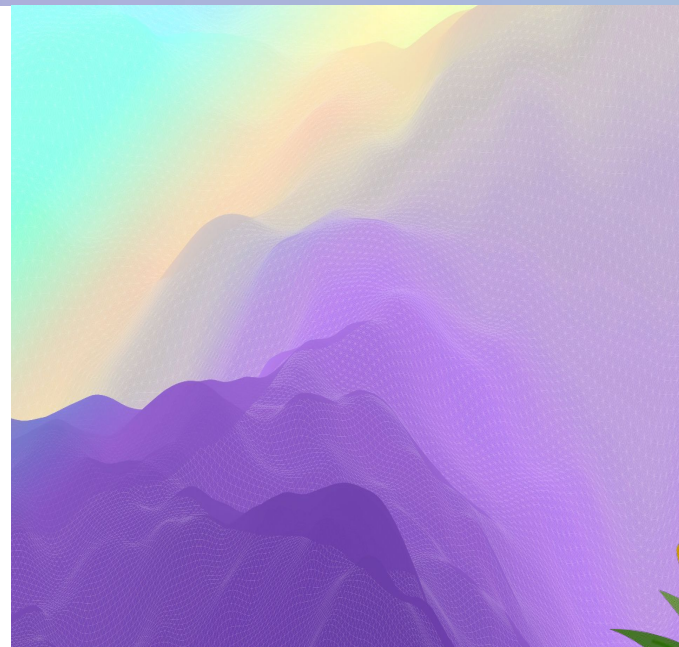Step 1 → Step 2 → Step 3

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Step 1

Step 2

Step 3

# Title

Step 1

Step 2

Step 3

Assets - Logo

# Assets - Icons

# Assets - Icons